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INFOTOPICS

Media Monitoring from TDC | *No. 1* | *January 1994*

EPA under attack over ETS report

THE US Environmental Protection Agency (EPA) has come under renewed attack from two quarters for its risk assessment on the alleged effects of environmental tobacco smoke (ETS).

Canadian researcher John Luik has accused the agency of using 'corrupted science' to support claims that tobacco poses a health risk to non-smokers and has attacked anti-smokers for using 'corrupted science' in the pursuit of its public-policy agenda. In Luik's view, this poses a significant threat to legitimate democratic public policy.

Gary Huber, a professor of medicine at the University of Texas Health Center in Tyler, Texas, and colleagues have added their voice to the controversy, claiming that in concluding that ETS exposure presents a "serious and substantial public health problem", the EPA "ignored classic criteria for cause-and-effect relationships employed by the scientific community".

Huber *et al.* also allege that the EPA's risk assessment is built on the "manipulation of data, ignores critical chemical analyses and key epidemiological data, violates time-honoured statistical principles, fails to control adequately for important confounding influences ... and violates its own guidelines for assessing and establishing risk to a potential environmental toxin".

Pages 11 & 12

Plain packs could dissuade youth from smoking, study maintains

THE USE of plain cigarette packs could help reduce the onset of smoking among youth, according to the preliminary results of a Canadian Cancer Society study.

The study, *Effects of plain packaging on the image of tobacco products among youth*, claims that removal of branding from packs can break the link to other advertising and promotion by making the pack, and therefore the product, less interesting in its own right.

The Canadian Tobacco Manufacturers' Council (CTMC) disagrees with these conclusions, commenting that the study "did not demonstrate that the decision to smoke will be numerically affected" by product attractiveness.

Page 14

Children, cartoon trade characters, and attitudes to consumer products

ALTHOUGH CHILDREN may recognize a so-called "cartoon" trade character such as R.J. Reynolds's Joe Camel, this does not necessarily mean that they will develop a favourable attitude towards the product or that they will necessarily use that product in the future. This is one of the reported findings of a new study by a Florida State University researcher, Richard Mizerski. The author claims that in the case of products that are inappropriate for children, such as cigarettes, increased recognition of trade characters tended to be associated with disliking, not liking, cigarettes among the 3-to-6 year-olds surveyed.

Page 10

Highlights

Out-of-court settlement over ETS-pneumonia claims

An out-of-court settlement was reached between a radio station and an Australian woman, who claims she caught pneumonia from exposure to ETS at the station.

Page 26

Non-smokers' protection law

A member of the German Bundestag, Roland Sauer, will sponsor a non-smokers' protection law this month that aims to create designated smoking areas in selected public places and on public transport.

Page 20

Anti-smoking consciousness "growing "in China

Anti-smoking consciousness is growing on mainland China in spite of the increasing presence of tobacco companies, according to Dr. Judith Mackay, the director of the Hong Kong-based Asian Consultancy on Tobacco Control.

Page 29

Voluntary marketing code for Poland

Domestic and foreign tobacco companies in Poland have signed a voluntary marketing code of conduct.

Page 23

Smoking declines in Nordic region

Tobacco consumption in the Nordic countries has declined in the past 22 years, ranging from a 29% fall in Sweden to an 8% fall in Norway.

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Editor's Letter

Dear Reader,

The US Environmental Protection Agency's report on environmental tobacco smoke has prompted renewed criticism from the scientific community.

In a hard-hitting critique, medical researchers Gary Huber, *et al.* highlight the numerous flaws in the methodology of the report and claim that it "ignored classic criteria for cause-and-effect relationships employed by the scientific community" (page 12).

His views are echoed by John Luik, a researcher in values and ethics in Canada. Luik questions the validity of using the report as a basis for public policy when it is based on 'corrupted science' (page 11).

Staying in Canada, a new report claims to support allegations that plain cigarette packs would help reduce the onset of smoking among young people (page 14). The Canadian Tobacco Manufacturers' Council has dismissed the study on the grounds that it fails to demonstrate that product attractiveness numerically affects the decision to smoke.

Young people are the subject of the next US Surgeon General's report, *Preventing Tobacco Use Among Young People*. It is now scheduled for release on 23 February.

A major study on smoking trends in the Nordic region has just been published by Sweden's central statistical office (page 24), and a new UK publication, *International Smoking Statistics*, covers consumption trends in 22 countries (page 22). This month's *Infotopics* also presents statistics from Canada, where consumption is said to be rising (page 13), France, where it has fallen 4% in the past two years (page 20), and Switzerland, where it has remained stable for the past eight years (page 23).

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Editor

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North America

Canada
Advertising Bans

Luik, John C. Tobacco advertising bans and the dark face of government paternalism. *International Journal of Advertising* (1993) 12: pp. 303-324

Reference: 020874

Advertising bans and paternalism

Canadian researcher John Luik examines the question of the legitimacy of tobacco advertising bans in the context of the Chabot ruling in Quebec [see box]. While Justice Chabot's decision was subsequently overturned on appeal on a point of law, his findings about the failure of tobacco advertising bans to reduce consumption were sustained.

The central part of the decision focuses on two interrelated issues which, "because they lie at the heart of what a democratic government and a democratic society are fundamentally about, are of significance far beyond Canada", Luik claims.

The first of these issues is the question of the legitimacy of government paternalism, of the state's attempts to suppress particular styles of living through legislating the 'truth'.

According to Luik, the health paternalist's attempt to legislate a uniformly rational, healthy and secure manner of life threatens both individuality and thinking.

He further suggests that a health paternalism that wishes to be the "sole agent and judge" of happiness and that "daily makes the exercise of free choice less useful and rare" is "something more appropriate to a nursery than to a democracy", and that "adults treated as children will in time to come to think and act like children".

The second issue Luik examines is the legitimacy of government restriction of fundamental rights such as freedom of expression, individual autonomy and respect, when such restrictions are undertaken without compelling evidence that they will produce a significant good that outweighs the harm arising from the restriction.

He quotes extensively from Chabot's judgment on this question, in particular the passage: "(T)he Court is of the opinion that the type of social engineering described ... constitutes an extremely serious impairment of the principles inherent in a free and democratic society which is disproportionate to the objective of the T.P.C.A. [Tobacco Products Control Act]."

In other words, says Luik, even if advertising bans were likely to achieve their ends, those ends are not justified given their cost in terms of democratic values.

Luik is a senior associate of the Niagara Institute in Ontario in its values and ethics programmes and has served as an ethics consultant to a number of governmental institutions, professional organizations and corporations. He is the author of *Freedom of expression - the case against tobacco advertising bans**. ❑

In July 1991, a Quebec Superior Court justice, Mr. Jean-Jude Chabot, ruled that the federal ban on tobacco advertising in Canada is unconstitutional in its entirety, on both division of power and freedom of expression grounds. The judgment was made on the basis that the Tobacco Products Control Act impinged on the jurisdiction of provincial governments to regulate advertising; the provisions of the Act banning tobacco advertising and mandating unattributed health warnings constituted a violation of the right of freedom of expression enshrined in the Canadian Charter of Rights and Freedoms; and that there was little evidence to show that a ban on advertising would affect overall consumption.

* *Infotopics* January 1992

Editor's note: See page 11 for another article by Luik.

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Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

North America

Children's recognition of cartoon trade characters might not influence future behaviour

USA
Advertising

Mizerski, Richard. *The relationship between cartoon trade character recognition and product category attitude in young children.* College of Business, Florida State University (1993) 62 pp.

Reference: 020933

Although children might recognize a so-called "cartoon" trade character such as R.J. Reynolds's Joe Camel, this does not necessarily mean that they will develop a favourable attitude towards the product that would influence their future behaviour. This was especially noted when the products are viewed inappropriate to use by children, such as cigarettes.

This is the conclusion of Richard Mizerski, of Florida State University. He conducted a study of 790 3-to-6 year-olds designed to investigate the ability of young children to match cartoon-based trade characters to the product with which they are associated. The children's attitude toward these products was also measured.

In his study, liking for cigarettes decreased dramatically with age as indirect, non-experience-based (e.g. public service announcements, posters, anti-smoking messages from parents and teachers) recognition of the product increased. At age 6, less than 3.5% of those sampled indicated that they liked cigarettes. "These results demonstrate that high recognition of a trade character does not indicate positive affect toward the product in question," according to the author.

Mizerski suggests that influence of peers on the sampling of cigarettes and the quality of their first smoking experience is the most significant influence on future smoking behaviour.

The research was funded by the R.J. Reynolds Tobacco Co. ❑

Tobacco manufacturers claimed to target the youth market through brand image

Canada
Advertising

Pollay, Richard W. and Anne M. Lavack. The targeting of youths by cigarette marketers: archival evidence on trial. *Advances in Consumer Research* (1993) 20: pp. 266-271

Reference: 020909

Lavack, Anne M. Using brand image to compete for the youth market: the case of Export 'A' and Player's. *Faculty of Commerce, University of British Columbia* (1993) pp. 142-151

Reference: 020910

Tobacco industry marketing documents "directly contradict many of the tobacco industry's common assertions, e.g., that all cigarette advertising is aimed solely at brand switchers, not starters; or that cigarette sellers take no strategic interest in adolescents", according to Richard Pollay and Anne Lavack of the University of British Columbia.

Pollay and Lavack review reportedly confidential documents from the marketing and advertising files of Canada's RJR-Macdonald Inc. and Imperial Tobacco Ltd., which entered the public domain during the challenge to the constitutionality of the country's Tobacco Products Control Act (see also page 9).

The authors studied the marketing strategy for two so-called 'starter brands': Player's and Export 'A', which, in an analysis, they compared with that of Marlboro.

They claim that for these brands, "Images are created to address the adolescent need for adult independence, self reliance, and freedom from authority. Many ads also promote peer acceptance among targeted young people. The advertising images for brands targeting the young portray smokers as autonomous and adult, athletic and at home in nature.

"Test markets and copy testing teaches cigarette advertising to craft these images carefully, avoiding models which are too young lest the brand be rejected as immature, and avoiding activities that are too aerobic, lest the ad precipitate cognitive counter-arguing. The overall effect of these 'images of independence' and 'pictures of health' is intended to capture starters and promote the social acceptability of smoking."

In another study, presented as course work at the University of British Columbia, Anne Lavack performed a similar exercise; her report consists mostly of quotations from Imperial and RJR-Macdonald brand marketing documents. ❑

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North America

The dangers of politically-corrupted science for democratic policy

USA
Environmental Tobacco Smoke

"It is clear from the way in which the EPA [Environmental Protection Agency] has handled the ETS issue that the anti-smoking movement is aware of, if not directly involved in, using corrupted science in the pursuit of its public-policy agenda."

This is the view of Canadian researcher John Luik in a recent article. He examines the EPA 's risk assessment on ETS* and the implications of using 'corrupted science' as a basis for public policy. He suggests that a smoke-free society is not a sufficient justification for a public health movement founded on unreliable science and blatant misrepresentation.

After reviewing the methodology used in the EPA's risk assessment, Luik claims that:

- the 'science' supporting the claims about tobacco's risks to non-smokers is "corrupted science, science that has been politically laundered, science that because of its corrupted status actually ceases to be science";
- the use of such science by the government and the anti-smoking movement reveals not only the illegitimacy of their public-policy agenda but the flawed character of the advocacy as well; and
- the existence and use of such corrupted science poses a significant threat to legitimate democratic public policy.

He points out 10 specific process issues, "each of which highlights a slightly different dimension of the corrupted character of the EPA's ETS science".

Among other things, he argues that despite the significant difficulties that have been raised about the quality of EPA science, the EPA process is incapable of correcting itself, as was indicated in the report *Safeguarding the future: Credible science, credible decisions*, a review of the EPA taken apparently at the agency's own request.

Luik also claims that the debate about ETS, "though ostensibly a debate about smoking, is really a debate about much more than smoking. It is a debate at bottom about the legitimacy of perverting science and public policy founded on science in the interests of a particular health ideology. It is a debate at bottom about the worth of a health paternalism that guarantees to leave all of us substantially less free but no less ill." ❑

* *Infotopics* January 1993 p. 9

Luik, John. Pandora's Box. The dangers of politically corrupted science for democratic public policy. *Bostonia* (Winter 1993/94) pp. 50-59

Reference: 020914

2501234757

United Airlines tests smoke-free flights

USA
Aircraft

A limited test of smoke-free international flights will be conducted by United Airlines from 1 March to 30 September this year and may be extended to all of United's 200 daily international flights if it proves popular.

United will ban smoking on one of its two daily round-trips between New York and London. Smoking will also be banned on the daily flights from Los Angeles to Auckland, New Zealand and Melbourne, a journey of 6,504 miles (10,500 kilometres) lasting 12 hours and 50 minutes. ❑

International Herald Tribune (12 January 1994) p. 2

Reference: 020908

Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

North America

USA
Environmental Tobacco Smoke

Huber, Gary L. *et al.* Smoke and mirrors. The EPA's flawed study of environmental tobacco smoke and lung cancer. *Cato Review of Business & Government* (1993) No. 3, pp. 44-54

Reference: 020932

The EPA's "flawed study" of ETS and lung cancer

The Environmental Protection Agency's risk assessment on ETS has further come under fire from three medical researchers. Gary Huber *et al.* claim that in concluding that exposure to ETS presents a "serious and substantial public health problem", the EPA "ignored classic criteria for cause-and-effect relationships employed by the scientific community".

Huber *et al.* address the more important parts of the EPA report that pertain to adults exposed to ETS.

The authors claim that the EPA's risk assessment is built on the "manipulation of data, ignores critical chemical analyses and key epidemiological data, violates time-honored statistical principles, fails to control adequately for important confounding influences (factors other than the ones studied that may affect a result of a conclusion) that provide alternative explanations for its conclusions, and violates its own guidelines for assessing and establishing risk to a potential environmental toxin. It lacks credible quality control and adequate external unbiased peer review. In short, in its report on ETS, the EPA did not comply with accepted principles of toxicology, chemistry, and epidemiology, nor with its own guidelines for undertaking cancer risk assessment. In fact, the conclusions drawn by the EPA are not even supported by the EPA's own statements."

The authors assert that the data that have been presented in the literature simply do not support any definitive conclusions. "We believe that reasonable scientists could interpret the published literature on ETS with differing opinions."

In an examination of the components of ETS, Huber *et al.* claim: "No scientific literature supports the assumption that ETS should be treated as a functional equivalent to mainstream smoke."

The authors also call into question the EPA's lowering of statistical standards to make valid otherwise unmeaningful results, which they say is an "unusual and dubious scientific practice". For its risk assessment on ETS, the EPA used a 90% confidence level as a measure of scientific validity instead of the usual 95%. Had it used the 95%, or had it not adjusted the original data, its analysis would not have had the same outcome, according to the authors. If the EPA had included all of the available published data, and not just 11 of 13 studies, its outcome assessment also would have been different. "Without the recalculations and manipulations, the EPA would have not met *any* of the three classic criteria for establishing risk."

Scientific integrity compromised

According to Huber *et al.*: "With its document on passive smoking, the EPA disregarded the suggestions of its own review *[Safeguarding the future: Credible science, credible decisions]*. Scientific integrity was compromised, if not outright abused, by the manner in which this risk assessment was generated. Abusing scientific integrity and generating faulty 'scientific' outcomes through manipulations, assumptions, and extrapolations leads to the development of mistaken programs at enormous cost to our government and to taxpayers. Indeed, the cost to the scientific process itself is even greater. Science should dictate what policies need to be established; predetermined policies should not dictate how science should be interpreted. We have many problems in the environment, some of which are of far greater biological impact than our potential exposure to the residual constituents of ETS. The EPA is charged with addressing those problems critically, objectively, and honestly. Compromising the credibility of the EPA by adjusting science leaves us with an important resource substantially diminished." ❑

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Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

North America

ASH (USA) special report on ETS

Involuntary smoking: The factual basis for action is a special report on ETS produced by Action on Smoking and Health (ASH) in Washington, DC.

The document "presents the major findings of the Environmental Protection Agency (EPA) Report on passive smoking and other recent studies in a form which can be used to convince business leaders, legislators, agency officials, judges, and others of the need to protect the majority of Americans who don't smoke (including all children) from the deadly effects of ETS".

The report contains:

- reported findings on ETS by the EPA, the National Institute for Occupational Safety and Health, the US Surgeon General, the National Research Council of the National Academy of Sciences and the National Cancer Institute;
- a question and answer sheet called 'How we know ETS causes lung cancer';
- an estimate of deaths allegedly caused by ETS and a comparison of US annual death rates for other causes;
- a section on answering tobacco-industry arguments on ETS studies, including suggested questions for witnesses who testify on issues related to the control of ETS;
- a bibliography of citations to the studies on which the EPA based its reported findings on ETS and health effects in children;
- a summary of ETS as a child custody issue;
- a review of press comments on ETS and regulation of public smoking;
- legal liability for permitting smoking and a review of selected cases;
- a reprint of the EPA's report's summary and conclusions. ❑

USA
Environmental Protection Agency

Involuntary smoking: The factual basis for action. ASH (USA) Special Report (1994) 16 pp.

Reference: 020934

Tobacco consumption said to be rising in Canada

Tobacco consumption in Canada will show an increase in 1993 for the first time in a decade, according to a federal health department official.

Murray Kaiserman of the Canadian Health Department attributes the rise to the availability of cheaper smuggled cigarettes. He reckons that the increase will probably be less than 5%, but alleges that it is still of concern, since it interrupts a steady decline in consumption over the past decade.

Statistics Canada figures for the first 11 months of 1993 report that legal sales of domestic cigarettes dropped 14.6% compared with the same period in 1992, but exports increased by more than 80%.

According to Robert Parker, president of Canadian Tobacco Manufacturers' Council (CTMC), the availability of cheap smuggled cigarettes might lead some people to smoke more. The CTMC maintains that the solution to smuggling lies in lowering cigarette taxes in order to reduce the price difference between Canadian and US cigarettes. ❑

Canada
Consumption

Bueckert, Dennis. Cigarette smoking rises for first time in decade. *The Gazette* [Montreal, Quebec] (21 December 1993)

Reference: 020858

2501234759

Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

North America

Canada
Plain Packs

Effects of plain packaging on the image of tobacco products among youth. Centre for Health Promotion, University of Toronto (30 November 1993) 30 pp.

Reference: 020918

Kapica, Jack. Ugly smokes put off teens, study concludes. *Globe & Mail* (7 January 1994)

Reference: 020948

Plain packs discourage teenagers from smoking, Canadian study asserts

Preliminary results of a Canadian study on plain cigarette packs claim that the removal of brand imagery from packs can help reduce the onset of smoking among young people. The plain packs are said to break the link to other advertising and promotion, making the pack, and therefore the product, less interesting in its own right.

The study, *Effects of plain packaging on the image of tobacco products among youth*, was prepared by the Centre for Health Promotion, University of Toronto, with funding from the Canadian Cancer Society.

Other key claims include:

- Packaging has a greater influence on youths who are contemplating starting to smoke compared to those who are already smoking regularly.
- Plain packaging is important as part of a comprehensive strategy, including high costs, restrictions on sales and banning all forms of promotion of tobacco products, to reduce the onset of smoking among youth.
- Packaging has a greater influence on young people than on adults.

The preliminary results are based on interviews with experts in marketing, a review of literature on human behaviour and tobacco-use influences and the responses of 129 smokers and non-smokers between the ages of 12 to 17 who completed questionnaires and participated in focused group interviews.

CTMC dismisses study

Robert Parker, president of the Canadian Tobacco Manufacturers' Council (CTMC), dismissed the study, which cost C$100,000 (US$76,000), saying that it wouldn't cost even 25 cents to discover which packs are more attractive.

Describing the project, the Cancer Society's John Ronson said it was conducted in response to government requests for proof of a link between attractiveness of packaging and the desire among young people to start smoking. Armed with the results, the Cancer Society will ask the government to amend legislation on the design of cigarette packs, Ronson stated.

When asked whether it wouldn't be easier to demand that smoking be banned outright, Ronson said that "tobacco is used by aboriginal peoples for spiritual purposes, so we're not suggesting we ban tobacco entirely". Instead, he stated, "we want the government to legislate a requirement that cigarettes be sold ... in packages that strip away the colour and the logo" of the manufacturer, thereby reducing the 'sex appeal' of cigarettes.

Robert Parker countered that the study "did not demonstrate that the decision to smoke will be numerically affected" by product attractiveness. Moreover, he added, the study asked teens what they thought other people would think of generic packaging and "I don't take teens as behavioural experts."

He said that if a colourful package of branded broccoli were put beside a "truly ugly" generic package of broccoli, "you still wouldn't get George Bush to eat it". (The former US president publicly stated his aversion to the vegetable.)

Parker also mentioned that in an earlier Canadian Cancer Society pilot study, teenagers were offered a choice of branded and unbranded cigarette packs as a reward for participating. ❑

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Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

North America

Canada
Smuggling

Canada may lower cigarette taxes to discourage smuggling

Canada's revenue minister, David Anderson, says he may be forced to lower cigarette taxes to stop the growing black market for tobacco. Billions of Canadian-made cigarettes are exported to the US each year and the majority are smuggled back across the border. Anderson says the federal government will lower tobacco taxes if the provinces will agree not to raise their taxes to take advantage of the cut. Some provinces, such as Ontario, prefer stepping up enforcement to stop the smuggling.

Market saturation claims

The three Canadian tobacco firms are facing claims that they are saturating the contraband market with cigarettes made in Canada as part of an effort to pressure the government to reduce cigarette taxes. The allegations have been made by an anti-tobacco coalition called the National Campaign for Action on Tobacco, which estimates that RJR-Macdonald, Rothmans and Imperial Tobacco made a profit of around C$100 million (US$76 million) from sales of smuggled cigarettes in 1992 and are set to make more in 1993.

US Department of Agriculture and Statistics Canada figures report that exports of cigarettes to border states, where the majority are acquired by smugglers for sale again in Canada, virtually doubled during the first 10 months of 1993.

A report released by the Canadian Cancer Society, in which these claims are made, has urged that sales of all of a tobacco company's products should be suspended if large numbers of any single brand of its cigarettes show up in the contraband market.

The report also argues that Canada should urge US President Bill Clinton to act on his proposal to levy a tax of 75 cents a pack on cigarettes as part of an overall strategy to combat the smuggling of cigarettes into Canada.

Incomplete information and impractical solutions

Responding to the report, which is endorsed by the National Campaign for Action on Tobacco and the Coalition of Organizations and Professionals for Health in Quebec, the CTMC's Robert Parker said the document was based on incomplete information and offered impractical solutions. He rejected the report's proposal to suspend the sales of tobacco manufactures in Canada, saying this would unfairly punish Canadian companies for the actions of smugglers. Several popular Canadian brands are produced under the same name elsewhere and could be smuggled into Canada, he said.

Parker also rejected the saturation claims, saying that Canadian manufacturers were responding to demands from legitimate wholesalers in the United States. "To not supply the market is to lose significant market share." The industry says that smuggling is fuelled not by its exports but by high federal and provincial taxes. A carton of Canadian cigarettes costs about C$48 (US$36.40) in Ontario while untaxed contraband cartons of the same brands are available in Toronto and Montreal for C$22 (US$16.70) to C$28 (US$21.20). ❑

Revenue minister says cigarette taxes may be lowered. Transcript. *CJSB* (6 January 1994) 18h20 News [Ottawa]

Reference: 020911

Ferguson, Jock. Tobacco firms deny charge. *Globe & Mail* (10 January 1994) p. A3

Reference: 020927

Mackie, Richard. Penalize cigarette firms, report says. *Globe & Mail* (11 January 1994) p. A3

Reference: 020928

2501234761

Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

North America

USA
Pressure Groups

Sharfstein, Joshua M. and Steven S. Sharfstein. Campaign contributions from the American Medical Political Action Committee to members of Congress. *The New England Journal of Medicine* (6 January 1994) 330(1) pp. 32-37

Reference: 020929

Medical group at odds with its lobbyists. *International Herald Tribune* (7 January 1994) p. 3

Reference: 020947

Campaign contributions to members of Congress from the AMA's political arm

The political arm of the American Medical Association (AMA) gives more money, on average, to congressional candidates who oppose the group's positions on important public health issues than to those who support such positions, according to a new report. One of the report's authors, Steven Sharfstein, suggests that the group "inadvertently undermines the public health agenda of the AMA".

The public health issues analysed were the promotion of tobacco exports, the institution of a mandatory waiting period before a hand gun purchase and the so-called gag rule which limited physicians' speech on abortion in federally-funded clinics.

The report concludes that the American Medical Political Action Committee (AMPAC) "contributed more frequently and more heavily" to conservative legislators, although they often opposed the AMA's position on issues such as tobacco exports.

In the 1989-1990 campaign for Congress, AMPAC contributed US$2.4 million to candidates and US$2.9 million during the 1991-1992 campaign.

From 1989 to 1992, AMPAC gave significantly larger average contributions to House members who favoured tobacco-export promotion than to those who opposed it (US$11,549 vs. US$9,842), although the AMA's policy since 1986 has stated that "the AMA (1) opposes any efforts by the government or its agencies to actively encourage, persuade or compel any country to import tobacco products; and (2) favors legislation that would prevent the government from actively supporting, promoting or assisting such activities".

James S. Todd, AMPAC's executive vice president, commented that while the findings were interesting, "no credible conclusions" could be drawn because the study was too narrowly focused and did not consider the full range of the association's lobbying and public affairs activities. ❑

USA
Anti-Smoking Campaigns

$2-a-pack tax on cigarettes endorsed. *Baltimore Sun* (12 January 1994) p. 7A

Reference: 020917

Celebrities address need to protect children from secondhand smoke. *American Academy of Otolaryngology - Head and Neck Surgery Inc.* [Announcement] (6 January 1994)

Reference: 020985

Health authorities call for smoke-free America by the year 2000

Seven former surgeons general and other leading health authorities have called on the US government to help make America smoke-free by the year 2000 by initiating a campaign that calls for placing a US$2 per pack tax on cigarettes, banning smoking in all public places, restricting tobacco advertising and fully regulating cigarettes.

On the 30th anniversary of the original surgeon general's report, the health groups [which included the American Cancer Society, the American Heart Association and the American Lung Association], urged President Clinton to back their plans, and criticized Congress and past presidents "for failing to restrict a habit still blamed for more than 400,000 deaths each year".

The previous week, the US surgeon general, Joycelyn Elders, launched a new campaign on the alleged dangers of ETS, saying that smokers are inflicting "senseless harm" on their children by smoking in their homes. ❑

2501234762

Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

North America

Counter-ads suggested as alternative to public service advertisements

Public service advertisements (PSAs) on issues such as public health may be missing their target because they routinely omit social causal factors for problems. Instead they emphasize "individual carelessness, incapacity, bad luck, affliction or fate".

These are the conclusions of two researchers, Dorfman and Wallack, who suggest that using what they call "counter-ads" could shift attention from the person to the social, political and physical environment that they say underlies the problems.

Counter-ads have a fundamentally different goal than PSAs, they maintain. Counter-ads promote views consistent with a public health perspective rather than selling positive health behaviour. The primary purpose of counter-ads is to challenge the dominant view that public health problems reflect personal health habits. Although counter-ads create awareness of problems and prompt attitude change or action, as do PSAs, they stress political action and attitudes rather than personal behaviour.

The authors suggest that the US ban on televised cigarette advertising in 1971 greatly reduced the free time provided for anti-smoking messages. They further contend that the presence of anti-smoking advertisements may have had a stronger effect, at least in the short term, on reducing smoking than the advertising ban had.

"In fact, the ad ban, which had been a moral victory for public health, ultimately may have served the tobacco industry by reducing its costs and removing the strong effect of the anti-smoking messages."

Counter-ads challenge credibility of industry

Counter-ads also challenge the legitimacy and credibility of the industry marketing the product. The authors mention in particular the 1991 Californian anti-tobacco media campaign, which included some controversial counter-ads. The focus was on the tobacco industry and its "tactics", not the smoker.

The major difference between PSAs and counter-ads would be the target audience or goal. Rather than selecting a subgroup at high risk for health problems as PSAs often do, counter-ads may select a subgroup with greater influence on the policy process - legislators, for example, or editorial boards, depending on the nature of the policy being promoted.

Anti-smoking campaign fails to reach teens

Another recent study examined the failure of a counter-advertisement campaign to reach adolescents.

The campaign in question was conducted by the Centers for Disease Control's Office on Smoking and Health (OSH) and aimed at preventing youth from smoking. The campaign concepts were tried on various focus groups aged 10 to 17. Relying on its research, OSH arrived at a counter-advertising strategy aimed at exposing what the article calls the "predatory marketing tactics of the tobacco industry", the authors conclude.

Test results of the message indicated that the materials did not communicate effectively to the target audience and in the light of the results, the OSH halted final production of the campaign.

Offering an insider's view of the tobacco industry "may remain a valid strategic concept, but perhaps only for older teens and only through a more direct and literal pitch".

The authors claim that the factors that determine whether young persons start smoking are complex and interrelated and include peer pressure, family smoking and tobacco advertising. ❑

USA
Anti-Tobacco Advertisements

Dorfman, Lori and Lawrence Wallack. Advertising health: The case for counter-ads. *Public Health Reports* (November-December 1993) 108(6) pp. 716-726

Reference: 020930

McKenna, Jeffrey W. and Kymber N. Williams. Crafting effective tobacco counteradvertisements: lessons from a failed campaign directed at teenagers. *Public Health Reports* [Supplement 1] (1993) 108: pp. 85-89

Reference: 020931

2501234763

Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

North America

USA
Automobiles

Bennet, James. Car gadgets crowd out an old standby. *International Herald Tribune* (6 January 1994) pp. 1,11

Reference: 020876

New Chrysler family cars will be "smokeless"

New Chrysler family cars have reportedly been designed with an additional cup holder in place of an ashtray. An outlet for plugging in items like phones has also been provided instead of a lighter. Chrysler's designers claim that dispensing with the ashtray reflects the fact that only 16% to 17% of car buyers now smoke.

The modifications have been made in Chrysler's Cirrus and Dodge Stratus models.

The US Tobacco Institute's Walker Merryman is quoted as saying that he was not comforted by the fact that smokers could have their dealers install ashtrays and lighters for free. "The whole idea would be a turnoff to the smoker, because what you're saying is, 'You're not welcome as a customer.'"

The cars, which will go on sale this autumn, represent Chrysler's attempt to break into a market dominated by Japanese cars. Hoping to lure the young and affluent, the designers decided a smokeless car would appeal to them.

A newspaper article reports that some Chrysler executives seem a bit defensive about the decision, and the lack of an ashtray was not mentioned during the elaborate introduction of the cars at the North American International Auto Show in Detroit. Chrysler executives have said they would wait to see how this was received before deciding whether to drop ashtrays from other car and truck lines. ❑

2501234764

Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

European Union

UK cabinet split over tobacco posters ban

The UK cabinet is reportedly split over plans by Health Secretary Virginia Bottomley to ban tobacco advertising on posters.

There is claimed to be strong opposition from Chancellor Kenneth Clarke and Tony Newton, leader of the Commons. Heritage Secretary Peter Brooke also reportedly opposes the ban because he is said to fear it might lead to the withdrawal of lucrative sponsorship of the arts and sports by tobacco firms.

Others opposed to the move are thought to include Welsh Secretary John Redwood, Social Services Secretary Peter Lilley, Home Secretary Michael Howard and the Chief Secretary to the Treasury, Michael Portillo. Their main argument is claimed to be that a poster ban would smack of excessive interference in freedom of choice.

Although a recent article in a UK advertising trade publication, *Campaign*, claims that Prime Minister John Major has given his approval to the plan to ban poster advertising, the *British Medical Journal* has reported that the prime minister has declined to consider the plea by the British Medical Association (BMA) for a ban.

In a reply to the BMA, Major pointed out that there were already comprehensive and wide-ranging controls on tobacco advertising through the voluntary agreements with the tobacco industry.

House debate on advertising

Virginia Bottomley will publish her proposals to restrict tobacco advertising on the eve of a House of Commons debate next month on a total ban, according to *Campaign*.

The Labour MP, Kevin Barron, will try to win a second reading on 11 February for his private member's bill to ban all tobacco advertising.

Bottomley is said to hope that by announcing tough new curbs on the eve of the debate she will persuade many Tory MPs not to support Barron's bill. Her plans have already been approved by the cabinet's home policy committee, *Campaign* adds.

The article quotes a draft statement that is being circulated to cabinet colleagues as saying: "The Government believes it would be desirable to take further steps to reduce the potential for tobacco advertising to encourage people to smoke or to smoke more." The statement adds, however, that the government does not believe there is enough evidence to justify a ban on advertising a product that is, and will remain, legal to sell.

Poster, advertising sectors unite against ban

In an intensification of their campaign against a ban on outdoor advertising for tobacco, poster contractors and the Advertising Association have linked up to produce a 20-page booklet presenting the issue in a wider context. The lack of evidence linking smoking and disease will be underlined as well as the lack of success of advertising bans in other countries. ❑

United Kingdom
Advertising Bans

Leake, Christopher. Cabinet split over tobacco posters ban. *Mail on Sunday* (9 January 1994) p. 6

Reference: 020993

BMA fails to move the PM on tobacco advertising. *British Medical Journal* (8 January 1994) p. 141

Reference: 020994

Major gives tobacco poster ban approval. *Campaign* (14 January 1994) p. 4

Reference: 020921

Furore over tobacco outdoor ban. *Marketing Week* (14 January 1994) p.12

Reference: 020949

2501234765

ASH (UK) to encourage legal action against employers who allow workplace smoking

Action on Smoking and Health (ASH) (UK) is to encourage legal action against employers who allow smoking in the workplace.

The group will shortly start a campaign for people who have allegedly suffered ill health through ETS exposure at the workplace, as well as in public spaces, to seek compensation through the courts under the UK's Health and Safety at Work Act.

"Until now we have adopted a 'softly, softly' approach," said ASH's Stephen Woodward. "We have tried the carrot and now we are going to use the stick."

Around 85% of British firms are claimed to have some kind of smoking restriction in the workplace and more than 35% ban smoking completely on their premises. ❑

United Kingdom
Workplace

MacKinnon, Ian. Anti-smokers turn up the heat. *Independent on Sunday* (2 January 1994) p. 7

Reference: 020877

Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

European Union

Germany
Public Smoking Restrictions

Smoke signals: German cigarette smokers face threat of restrictions. *Wall Street Journal Europe* (5 January 1994) p. 1

Reference: 020870

Deux tiers des Allemands pour interdire la cigarette dans les lieux publics. *AFP* (4 January 1994) [French]

Reference: 020935

German deputy to sponsor non-smokers' protection law

Roland Sauer, of Germany's Christian Democratic Party, will sponsor a non-smokers' protection law this month, aiming to create designated smoking areas in certain public places and on public transport. The areas covered would include metros, airlines, restaurants and the workplace. Individual violators could be fined DM100 (US$57); for establishments and companies, the fine could be as much as DM5,000 (US$2,850).

Ingrid Matthaeus-Maier, deputy chief of the opposition Social Democrats, and at least 100 other federal politicians, are said to support the Sauer proposal. About a third of Germany's adult population smokes and, according to *The Wall Street Journal Europe*, "secondary smoke isn't generally viewed in the country as a health threat".

The article quotes Axel Heim, the general manger of the Verband der Cigarettenindustrie (German cigarette manufacturers' association), as doubting that the legislation will succeed. "We figure that 70% to 80% of the populace is against legal restrictions on smoking." He adds that Germans see smoking in public places as a democratic freedom.

A recent survey claims, however, that only 32% of the population oppose such legislation and that two-thirds are in favour of banning smoking in public. The Sauer initiative is especially favoured in the former East German Länder.

The countrywide poll of 501 people was carried out by the Forst Institute for the private television network RTL.

Rather than imposing fines on smokers, the president of the Bundestag's health committee, Dieter Thomae, has suggested a system of bonuses for non-smokers to apply, for example, when they are accepted by a health insurance programme.

The vice president of the federation of general insurance programmes, AOK, has declared his opposition to restrictions in an interview in the weekly magazine *Express*. ❑

France
Taxation

Baisse de 2,2% de la consommation de tabac en France en 1993. Le tabac devrait rapporter à l'Etat en 1994 plus de 48 milliards de francs. *Centre de Documentation et d'Information sur le Tabac* [Press release] (4 January 1994) 1 p. [French]

Reference: 020868

Tobacco tax revenue rises 55% in France

Tobacco tax revenue in France increased by 55% last year compared with 1992, according to a press release by the Centre de Documentation et d'Information sur le Tabac (CDIT - Tobacco Documentation and Information Centre). In 1994, tobacco taxes will generate state revenue of 48.2 billion francs (US$8 billion), which represents 3.3% of total fiscal receipts provided for by the finance law for 1994.

The CDIT press release also notes that in 1993, cigarette consumption in France fell by 2.8% compared with the previous year. In two years, total tobacco consumption has fallen 4%.

According to the CDIT, the average 13.3% price increase for a pack of cigarettes that came into effect on 10 January could lead to a further decline in cigarette sales. ❑

2501234766

Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

European Union

United Kingdom
Health Care

GPs told not to discriminate against smokers

UK general practitioners (GPs) have been told not to discriminate against smokers by ordering patients to give up smoking before they receive treatment, according to the British Medical Association (BMA).

The ruling by the BMA ethics council comes after several cases in which patients claimed they had been penalized for their lifestyles and had had operations postponed.

The BMA chairman, Dr. Sandy Macara, claims that it would be ethically wrong to force a smoker to give up before treatment, but there are certain times, such as before an operation, when encouraging a patient to stop smoking would be medically proper.

He went on: "Doctors should not intimidate patients by exploiting their position of power. We are not in the evangelical business of forcing people to stop smoking, drinking or having sex, but we advise what the ideal is." ❑

Mihill, Chris. Doctors told to treat smokers fairly. *The Guardian* (14 January 1994) p. 8

Reference: 020925

Macara, Dr. Sandy. Equal access to NHS treatment. *British Medical Association* [Press statement] (13 January 1994) 1 p.

Reference: 020950

Pollution affects a greater number of people than smoking, says physician

United Kingdom
Air Pollution

Air pollution could damage the health of more people that smoking allegedly does, according to Dr. Jon Ayres, a leading respiratory physician and adviser to the UK Department of Health.

"About 30% of people smoke but the whole population has to breathe the air. I suspect that air pollution has a potency that affects a greater part of the population," he stated.

The number of cases of respiratory illness in the UK, particularly asthma, is rising sharply although the air is visibly clearer and radically cleaner than decades ago when some towns and cities were shrouded in smog.

Dr. Ayres and other experts are trying to discover what mixture of chemicals is continuing to trigger ill health in spite of the improvements. Initial findings suggest the body could tolerate relatively large doses of one pollutant alone, but mixed with another it could cause a reaction.

Dr. Ayres's statements were contained in an article in the London *Times* entitled "Pollution 'a bigger enemy than smoking'". He subsequently wrote to *The Times* saying that he did not make this particular statement and that he does not believe it to be true. He said that he had tried to explain that one must consider not only the *numbers* of individuals potentially at risk of being affected by air pollution, but also the potential *size* of any effect, either on an individual or the population as a whole.

He explains: "The potency of air pollution to cause health effects is very much less than that of cigarette smoke, but if a greater number are likely to be affected - albeit individually to a lesser degree - the overall effect in terms of public health load may not be dissimilar to that of cigarette smoking.

"However, until we know what percentage of the population are affected by air pollution - and to what degree - we are in no position to make such comparisons." ❑

Eason, Kevin. Pollution 'a bigger enemy than smoking'. *The Times* (12 January 1994) p. 7

Reference: 020916

Ayres, Dr. Jon. Health risks in the air. *The Times* (19 January 1994) p. 15

Reference: 020986

2501234767

Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

European Union

International
Consumption Data

Nicolaides-Bouman, Ans *et al.* (Editors). *International Smoking Statistics.* The Wolfson Institute of Preventive Medicine/Oxford Medical Publications (1993) 499 pp.

Reference: 020926

International Smoking Statistics

International Smoking Statistics is a collection of historical data on smoking covering 22 economically-developed countries. The editors claim that this is the first document to present corresponding historical smoking data for a wide range of countries.

The statistics include total annual sales of tobacco products, consumption of cigarettes and all tobacco products, and prevalence and consumption data classified according to age and sex. Data on sales of cigarettes and all tobacco products are presented from about 1920 to 1985, and include estimates of the consumption of roll-your-own cigarettes. The UK Tobacco Research Council provided the sales data until 1973, while later sales data were obtained from government and industry sources. Smoking data by age and sex were obtained from a wide variety of surveys.

In a number of countries the editors have attempted to correlate national trends in mortality rates from various "smoking-associated diseases" to corresponding national trends in the consumption of cigarettes and other tobacco products.

The countries covered are Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Greece, Ireland, Israel, Italy, Japan, the Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, Switzerland, the United Kingdom and the United States.

Appendices provide information on estimated size of population - males and females aged 15 years and over; comparisons of manufactured and hand-rolled cigarettes and differences in the way they are smoked; consumption category estimation; estimation of prevalence of smoking by standardized age groups; consumption of manufactured cigarettes and all tobacco products in 47 countries: 1935, 1950, 1965 and 1973 - sales-based data for males and females aged 15 years and over.

The book is edited by Ans Nicolaides-Bouman and Nicholas Wald of the Wolfson Institute of Preventive Medicine and St. Bartholomew's Hospital Medical College, London, and Barbara Forey and Peter Lee of P.N. Lee Statistics and Computing Limited in Sutton, Surrey. ❑

Italy
Art Exhibition

Catalogue. Art&Tabac. Associazione Fumatori (December 1993) 95 pp. [Italian/English]

Reference: 020990

Art&Tabac: artists take inspiration from smoking

Italy's Associazione Fumatori (Smokers' Association) organized an exhibition of art inspired by smoking in Rome from 3-28 December. The exhibition, *Art&Tabac*, attracted a wide audience and received favourable press coverage.

The brief to the artists was to illustrate through images and objects the theme of tolerance in relation to tobacco use. In the Associazione Fumatori's view, art is "the territory of peace *par excellence*" and the exhibition was meant to represent the art world's statement on the theme.

The exhibition consisted of more than 200 works of art by some 160 artists working in various forms, including painting, sculpture, collages and ceramics. A subsidiary aim of the exhibition was to encourage manufacturers of "smokers' accessories" to make more beautiful products out of fine materials and in this light some artists contributed original ashtrays, pipes, and lighters.

The exhibition will now travel to other parts of Italy; it will arrive in Riccione in August this year.

The exhibition catalogue is available in Italian and English versions. ❑

2501234768

Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

Non-EU Europe

Advertising law to be more strictly enforced in Hungary

The Hungarian government has reportedly announced that it is to tighten the application of laws on advertising as soon as possible, with special attention given to the ban on advertising alcohol and tobacco products.

A news report claims that the ban is being ignored by both manufacturers and distributors. While health organizations insist that the ban should be applied, the newly-privatized manufacturers are said to argue that in view of the money they must pay in excise duties, they should be allowed to inform customers of new products. ❑

Hungary
Advertising Bans

Hungary: Govt to tighten rules on cigarette advertising. *Reuters* (10 January 1994)

Reference: 020915

Swiss cigarette sales remained stable in 1993

In 1993, cigarette sales fell by 5.9% in Switzerland compared with the previous year: some 15,929 billion cigarettes were sold in 1993 compared with 16,926 billion the previous year. The decline is attributed to reduced border trade, notably in Ticino, where in 1992 the strike by the Italian tobacco monopoly had inflated sales in the region.

Taking a broader view, tobacco consumption in Switzerland seems to have changed little since 1985; the sales fluctuations recorded in recent years are related to end-of-year stocks, tourism and border trade. ❑

Switzerland
Smoking Trends

Le marché suisse reste stable en 1993. *Communauté de l'Industrie Suisse de la Cigarette* (6 January 1994) 1 p. [French/German]

Reference: 020912

Voluntary marketing code of conduct signed in Poland

In December 1993, a voluntary marketing code of conduct was signed in Poland by both foreign and local tobacco companies, including Polish state-owned cigarette manufacturers.

The manufacturers agree the following:

- to print one clear and visible health warning on branded press and poster advertising for cigarettes;
- to include a health warning on branded cigarette advertising on cinema screens;
- not to advertise in publications directed primarily to those under 18 years of age, including school publications, comic books or comic supplements, or on billboards located with 100 metres of schools or children's playgrounds or in cinemas before 7.00 p.m. or at the start of, during or just after films which are clearly intended primarily for children;
- to refrain from cigarette [pack] placement, or that of cigarette advertising, in any film produced in Poland for viewing by the general public;
- not to have people who are or appear to be under 25 years of age in cigarette advertising;
- not to use celebrities with special appeal to persons under 18 years of age in testimonial direct advertising for tobacco products;
- not to offer cigarette samples to people who are or appear to be less than 18 years of age or to offer cigarette samples near schools or centres of youth activity;
- not to sponsor under their tobacco brand names any event specifically directed at minors, in support of or in opposition to any political or religious activities;
- not to authorize the use of tobacco trademarks or brand names on any items or article sold to children. ❑

Poland
Marketing

Voluntary marketing code of conduct. *B.A.T. Group Poland, House of Prince Poland, Japan Tobacco International Poland, Lódzka Wytwórnia Papierosów, Philip Morris Poland, PHP "Polski Tytoń" Radom, PWT Augustów, Reemtsma International Poland, R.J. Reynolds Tobacco Poland, Rothmans of Pall Mall Poland, WWT Poznań, ZPT Kraków, ZT Lublin, ZT Radom*, Republic of Poland (1993) 5 pp. [English]

Reference: 020919

2501234769

Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

Nordic Countries

Sweden/EC
Snus

Lambert, Sarah. Christmas gift for snuff-loving Swedes. *The Independent* (22 December 1993) p. A8

Reference: 020857

Sweden wins concessions on *snus* in EU negotiations

In membership negotiations, the European Union has granted Sweden a five-year derogation before it must give up *snus* - oral snuff - which is banned throughout the Union. In terms of exports, Sweden will only be able to sell snuff to Norway.

This issue has been a contentious one in the accession negotiations, and Swedes reportedly took their message to the streets in the form of car stickers bearing the legend: "EC? Not without my snuff."

Previous reports that agreement had been reached between the EU and Sweden were premature. ❑

Nordic Region
Smoking Trends

Tobakskonsumtionen 1970-1992. Statistika Centralbyrån (1993) 71 pp. [Swedish]

Reference: 020813

Tobacco Consumption 1970-1992. Statistics Sweden (1993) 71 pp.

Reference: 021043

Smoking trends in the Nordic region: 22-year review

A recently-released report by Sweden's central statistical bureau presents and analyses changes in tobacco consumption in the period 1970 to 1992 for Sweden as well as Denmark, Finland and Norway. The report also provides a comparison of smoking habits across the Nordic countries. It is available in Swedish and English versions.

According to the report, since 1970, tobacco consumption has fallen by 29% per person in Sweden, 19% in Finland, 12% in Denmark and 8% in Norway. The number of smokers in Norway has declined, but those who smoke, smoke more. Snuff consumption in Sweden has grown, on the other hand, whereas it has slowed down in Norway. About 30% of Norwegian women smoke, which equals the percentage in the mid-1970s. Smoking has dropped 15% among males between the ages of 16-74. Teenagers also smoke less than 20 years ago.

The report contains an extensive set of tables in English for the four countries considered on consumption of tobacco over time, consumption of tobacco for a specific age group, per capita consumption of tobacco (grams per person), private consumption on and disposable income of the household sector, tobacco expenditures as a percentage of total consumer expenditures and disposable income and further breakdowns by smoking population by occupation and geographical location.

The data on consumption were obtained from the following sources:

Sweden: Sweden's tax authority for tax and excise figures for tobacco; the central statistical bureau's estimates of household expenditure, disposable income and price changes. Smoking trends were derived from surveys in the countries considered. In Sweden this is from a survey on living conditions and, for children, a survey by the Central Association for Alcohol and Drug Information (CANS).

Norway: A survey by the central statistical bureau commissioned by the Statens Tobaksskaderåd (National Smoking and Health Association).

Denmark: A Gallup poll commissioned by the Danish tobacco association.

Finland: Statistics were derived from a survey by the National Public Health Institute and the Public Health Department of Helsinki University. ❑

Editor's note: The report was commissioned by the Swedish tobacco manufacturers' association.

2501234770

Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

Australasia

Australian Medical Association vows to raise money to sponsor grand prix

The Australian Medical Association (AMA) has stated its intention of raising AUS$10 million (US$7 million) to provide private sponsorship for the Melbourne Formula One Grand Prix. Funding for the race is currently provided by the tobacco industry.

According to the AMA's president, Dr. Brendan Nelson, physicians will establish a trust fund and raise the money. The association will call for donations from doctors, companies and international health-promotion foundations, which had previously offered to fund anti-tobacco campaigns in Australia. Dr. Nelson said the money could be raised in a year and that he would be happy to put in the first AUS$1,000 (US$700).

A spokesperson for Premier Jeff Kennett said that while funding details for the Grand Prix had yet to be decided, the AMA's plan would provide a viable alternative to tobacco sponsorship.

The AMA has launched a campaign to stop tobacco sponsorship of the race in the wake of calls by the Victorian state government to exempt the race from federal legislation banning tobacco sponsorship of sport.

Brendan Nelson added that if the association does not raise the alternative sponsorship money, the state government should at least adopt the approach of certain European countries where tobacco company colours and logos, but not cigarette product names, are allowed on Grand Prix cars. ❑

Australia
Sponsorship

Boreham, Gareth. AMA vow to raise $10 m to sponsor grand prix. *The Age* [Melbourne] (8 January 1994)

Reference: 020913

Australian states to unite on smokers' age limit

Victoria and South Australia will join Western Australia and New South Wales in passing laws to prohibit the sale of tobacco products to teenagers. The two states will raise the minimum age for buying cigarettes from 16 to 18 years.

Retailers selling tobacco products to teenagers in Victoria will face prosecution and fines of between AUS$100 (US$70) and AUS$2,000 (US$1,400).

According to a 1992 survey by the State Health and Community Services Department one-third of Victoria's year 10 students [age 16] are smokers. ❑

Australia
Sales Restrictions

Henry, Scott and John Kerin. Australian states to unite on smokers' age limit. *The Australian* (30 December 1993) p. 3

Reference: 020867

Fewer funds leads to cutbacks in NZ health promotion body

A school programme run by the Health Sponsorship Council (HSC) is under threat from government funding cuts.

Without extra government funds, its Smokefree Schools Programme will be wound down next year and could end completely in the 1996 school year.

The council spent NZ$600,000 (US$ 333,333) sponsoring a range of 'Smokefree' events for teenagers in 1993. It planned to provide the same level of commitment this year for NZ$500,000 (US$277,777) after rationalizing its budget.

The money was reportedly available for the school programme because the number of tobacco sponsorships the HSC had a statutory obligation to take over was less than expected in its first three years of operation. Partly in response to the low take-up rate, the government had reduced HSC's grant to NZ$4.2 million (US$2.3 million) from NZ$4.4 million (US$2.4 million) in 1992. All tobacco sponsorship in New Zealand must end by 30 June 1995. ❑

New Zealand
Health Promotion Foundations

Orsman, Bernard. Anti-smoking campaign threatened by cuts *New Zealand Herald* (11 January 1994) p.2

Reference: 020951

2501234771

Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

Australasia

Australia
Environmental Tobacco Smoke

Pirrie, Michael and Brendan James. Smoking win. *Daily Telegraph-Mirror* [Sydney] (17 January 1994) pp. 1,2

Reference: 020952

Simpson, Bryan. Passive smoking and pneumonia claim. *Tobacco Institute of Australia* [Media release] (January 1994)

Reference: 021042

Herald-Sun [Melbourne] 21 January 1994

Reference: 021006

Settlement "creates no legal precedent"

An out-of-court settlement was reached with an Australian woman who claims she caught pneumonia from exposure to cigarette smoke while attending a course at the Melbourne radio station RRR last year.

The Tobacco Institute of Australia (TIA) says that the recent publicity over the case has distorted its significance: "There has been no court decision, no litigation took place, and there was no award of damages made. This out-of-court settlement does not provide any legal precedent."

The woman, a student in her early 30s, claims she was exposed to ETS while attending lectures for a radio course at the Melbourne radio station RRR last year. She subsequently developed pneumonia and was hospitalized. Her lawyers threatened legal action against RRR but the case was settled out of court late last year. Press reports claim that the woman was awarded "thousands of dollars". ❑

2501234772

Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

Middle East

Israel
Sales Restrictions

Israeli bill seeks to ban sales of tobacco products to minors

A private member's bill that would ban the sale of tobacco products to minors, defined as children under the age of 18, was submitted to the Knesset - Israel's parliament - on 29 November. It has not yet had its preliminary reading in the Knesset.

Anyone found to be encouraging or enticing a person under the age of 18 to smoke would be liable to three months' imprisonment under the law. If the owner of a business sold tobacco to a person under 18, he or she could face a prison term of six months. Shop owners would be required to post a prominent notice on their premises explaining the law.

An explanatory note accompanying the draft legislation claims that every year some 5,000 men and women in Israel die from alleged 'smoking-related diseases'. It adds that the purpose of the law is to protect young people, "who are sensitive to the many social pressures to which they are exposed during adolescence and who are sometimes induced to take up smoking as part of an image of social acceptability". ❑

Less, Yoram. Draft of penal law (prohibition on the sale of tobacco products to minors amendment) 5754-1993 (17 November 1993) 2 pp. [English translation]

Reference: LE0001147

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Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

East Asia

China
Youth Smoking

Smoking & Youth in China 1992. Chinese Association on Smoking and Health *et al.* (1993) 27 pp.

Reference: 020996

Cheesewright, Antony. Child smoking rate 'alarming'. *Hong Kong Standard* (7 January 1994) p. 7

Reference: 020988

New report focuses on young people and smoking in China

Smoking by young people in China is growing rapidly, according to a report by the Chinese Association on Smoking and Health, the International Union Against Cancer and the London-based charity, the Cancer Research Campaign (CRC). The report is designed to provide the Chinese government and activists in China and worldwide with an overview of smoking among young people in the country and to make recommendations to the government and others for action on youth smoking.

The report reviews smoking prevalence among young people in China and reasons for smoking, domestic tobacco production, the role of the family, community and education system in young people's decision to smoke and tobacco-related government policy.

Smoking prevalence is claimed to be high among young people, especially those attending less academic institutions. The average age at which young people start to smoke appears to be increasing. Young people in rural areas have a higher smoking prevalence and start smoking earlier than urban youth.

The main reason given for starting to smoke was "curiosity", followed by "help in social communication", relief of boredom and peer pressure.

Advertising ban recommended

The main recommendations made by the report are the following:

- all tobacco advertising and sponsorship should be banned;
- other proposals in *The Law on the Control of the Hazards of Smoking* draft document should be reviewed and resubmitted to the National People's Congress in 1993-94;
- a tax of one additional fen on each pack of 20 cigarettes should be allocated to health promotion related to smoking;
- data collection and methodology should be standardized in surveys on youth smoking;
- action should be taken to reduce the social acceptability of offering cigarettes as gifts and allowing smoking in the home;
- schools should be smoke-free for pupils and teachers alike and should provide anti-smoking courses;
- anti-smoking messages should be incorporated into popular programmes and product placement of cigarette packs in films and television should be banned.

Dr. Anne Charlton, who heads the Cancer Research Campaign Education and Child Studies Research Group in the UK, was reported in a Hong Kong newspaper as saying that young people in China view smoking as socially acceptable and that family cultural traditions such as offering cigarettes to guests could present barriers to a child's acceptance of the 'health risks' associated with smoking. She added that the West had already encountered the issues facing Chinese youth today: "By drawing on our experiences and reviewing research findings in China, we aim to give the Chinese a valuable tool in the fight against the dangers of tobacco."

The report was prepared as the result of the *Third National Symposium on Smoking and Health*, entitled *Smoking and Youth*, and the *First UICC Workshop on Youth and Tobacco*, which were held in Beijing from 25 to 31 October 1992.

Data are based on a survey of smoking prevalence in 1989-90 carried out among 30,000 students in 16 middle schools and seven universities. Tables provide an overview of survey results. ❑

Smoking prevalence among young people in China, 1989-90

	Male %	Female %
Junior middle schools (ages 12-16)	4.2	0.2
Senior middle schools (ages 15-19)	12.6	0.2
Universities (ages 18-24)	30.5	2.2

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Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

East Asia

Anti-smoking consciousness said to be growing in China

Anti-smoking consciousness is growing on mainland China in spite of the increasing presence of tobacco companies, according to Dr. Judith Mackay, the director of the Hong Kong-based Asian Consultancy on Tobacco Control.

Dr. Mackay said that she believed the smoking population would eventually shrink, although statistics indicated that more Chinese youth had started smoking (see page 28).

Mackay, who has been invited by the Chinese government to serve as a consultant in its bid to host the 1997 World Conference on Tobacco or Health, made these comments after returning from Beijing where she participated in a three-day anti-smoking conference.

She said she was encouraged by the "genuine commitment" against smoking demonstrated by the government and a rising public awareness of the alleged dangers of smoking. Another positive signal, she added, was a growing resolve in the Chinese military to discourage smoking.

During the conference, Dr. Mackay met General Zhang Liping, the health minister of the People's Liberation Army (PLA), who told her the army was considering adopting western methods of educating soldiers about the alleged dangers of smoking. The general added that senior PLA officers had ordered that civilians be discouraged from giving cigarettes as presents to soldiers.

Dr. Mackay also spent 40 minutes with Prime Minister Li Peng. Li reiterated the government's determination to take action to control smoking, but said it would be unrealistic to ban smoking entirely. ❑

China
Anti-Smoking Activities

Kwan, Daniel. Awareness growing on dangers of smoking. *South China Morning Post* (21 December 1993) p. 7

Reference: 020987

Sales tax increase envisaged in South Korea

From January this year, the South Korean government plans to increase the tobacco sales tax on cigarettes by WON100 (US$0.12) to WON460 (US$0.55)per pack, and to levy a tax of WON20 (US$0.02) per pack to be earmarked for environmental protection and recycling and the support of tobacco growers. ❑

South Korea
Taxation

Korea Economic Weekly (1 January 1994) p. 4

Reference: 020865

Asiana Airlines, Korean Air opt for smoking bans

Starting from 1 January 1994, Asiana Airlines has banned smoking aboard all its flights of up to six and a half hours. The services affected by the decision include flights between Seoul and Singapore, and six services to China and Southeast Asia, including flights from Seoul to Bangkok, Saigon, Saipan and Tianjin. Asiana's services to 11 Japanese cities have also been affected by the ban.

Korean Air also plans to ban smoking aboard its flights on the Seoul-Vancouver-Toronto route on a gradual basis starting in early 1994, under a bi-lateral agreement between South Korea and Canada. ❑

South Korea
Airlines

Korea Herald (15 December 1993) p. 3

Reference: 020859

Korea Herald (19 December 1993) p. 3

Reference: 020860

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Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

East Asia

Singapore
Health Warnings

Singapore boosts laws in fight against smokers. *Hong Kong Standard* (2 January 1994) p. 12

Reference: 020997

Hong Kong
Air Quality

Po, Winky. Pollution has Kwai Tsing kids wheezing. *Hong Kong Standard* (17 January 1994) p. 8

Reference: 020987

Singapore steps up drive against smoking

On 1 June 1994, Singapore will put into effect a new ruling that health warnings be displayed on both the front and back of cigarette packs. This is the latest step in a campaign to make the city-state the "world's first smoke-free nation."

Under the ruling, two new warnings, "Smoking kills" and "Smoking harms your family" will replace the previous warnings "Smoking damages your lungs" and "Smoking harms those around us". ❑

Poor air quality said to threaten Hong Kong children's respiratory health

An Environmental Protection Department-commissioned study suggests that poor air quality is responsible for respiratory problems in Hong Kong children.

A survey carried out by the Hong Kong University Community Medicine Department among 18,000 primary school children aged from three to six years reported an excess risk of cough, sore throat, nasal symptoms and wheezing in children living in Kwai Tsing compared with those living in Southern Districts - which reportedly have superior air quality.

Children in Kwai Tsing tested following the enactment of the Air Pollution Control (Fuel Restriction) Regulations in 1990 reportedly showed fewer symptoms than those tested prior to the legislation, which banned the use of fuel in industrial and commercial premises containing more than 0.5% sulphur.

According to Professor Anthony Hedley, who headed the survey, the figures are statistically-significant.

Professor Hedley remarked that the alleged risks associated with exposure to tobacco smoke were a significant factor and did not decline during the four-year period of the survey, in contrast to those associated with exposure to pollution.

Fred Tromp, Assistant Director of the Environmental Protection Department, said there were still no measures to control poor indoor air quality, to which tobacco smoke was "a major contributing factor". But, he said, the department planned to introduce a number of pollution-control measures such as stricter standards for nitrogen oxide emission from vehicles with diesel-engines and a ban on open burning. ❑

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Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

IOCU appoints new staff in London office

The International Organization of Consumers' Unions (IOCU) has appointed Maria Elena Hurtado, former director of the World Development Movement, as the director of the new IOCU Global Policy and Campaigns Unit located in the director-general's office in London.

The IOCU has also appointed former lobbying director Michael O'Connor as the director of the new IOCU Programme for Developed Economies (PRODEC) based in London. ❑

International Organizations

IOCU
Staff Movements

New directors. *World Consumer* (November 1993) No. 210 p. 14

Reference: 020864

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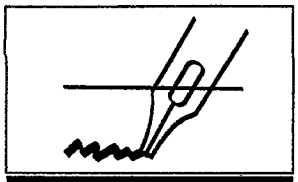
Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000



Industry Campaigns

Belgium
Lifestyle/Growing

La 'peur de vivre' et l'ingénierie sociale en cette fin de vingtième siècle/'Levensangst' en sociale ingrepen aan het einde van de twintigste eeuw. IDT (December 1993) 7 pp. [French/Dutch]

Reference: 020991

La culture du tabac en Belgique/De Belgische Tabaksteelt. IDT (December 1993) 14 pp. [French/Dutch]

Reference: 020992

IDT releases new publications on social engineering, tobacco growing

'Fear of Living' and Social Engineering in the Late Twentieth Century was produced by British-American Tobacco Company Ltd. in 1993*.

The Belgian Centre d'Information et de Documentation sur le Tabac (Tobacco Information and Documentation Centre - IDT) has now published the booklet in French and Dutch under the respective titles *La 'peur de vivre' et l'ingénierie sociale en cette fin de vingtième siècle* and *'Levensangst' en sociale ingrepen aan het einde van de twintigste eeuw.*

The publication concerns the increasing tendency of government in Western-style democracies to regulate the lives of their citizens, and in particular, their individual lifestyle choices and behaviour.

The booklet is part of the IDT's 'Tobacco and society' series. Another recent booklet in the series covers tobacco growing in Belgium and is called *La culture du tabac en Belgique/De Belgische Tabaksteelt.*

Some 450 growers cultivate tobacco in four regions of western Belgium, yielding 1,500 tons of dried leaf. The booklet describes and contains photographs of tobacco growing, from planting to curing, provides some information on various professional committees for growers and briefly describes the work of the provincial research and information centre for agriculture and horticulture in Roulers-Bertem where scientific research on tobacco leaf diseases and various growing techniques are carried out. ❑

* *Infotopics* April 1993 p. 34

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Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

CALENDAR OF NOTABLE DATES WORLDWIDE

1994

*	IOCU World Consumer Rights Day 1994: *Public Utilities*	Global

January

11	ASH Quit For Life Training Programme	Manchester, UK
14	**World Bank Consultative Group Meeting for Kazakhstan**	**Paris**
15-19	**Friends of the Earth Annual General Assembly and Executive Committee Meeting**	**Le Castellet, France**
17-22	Risk Assessment in Environmental Carcinogenesis	Whistler, B.C. Canada
17-26	**93rd Session of the WHO Executive Board**	**Geneva**
17-28	**3rd Session of the Intergovernmental Negotiating Committee for a Convention to Combat Desertification - INCD**	**New York**
18-26	19th General Assembly of IUCN	Buenos Aires
22-25	3rd International Congress on Oral Cancer	Madras
25	**UN ECOSOC Election for 1994 Bureau**	**New York**
28-30	**Annual Meeting of the World Economic Forum**	**Davos, Switzerland**

February

31 Jan. - 4 Feb.	UNEP 4th Special Session of the Governing Council	Nairobi
31 Jan - 10 Feb	**1st Session of the Preparatory Committee for the World Social Summit**	**New York**
1-4	ECOSOC Organizational Session	New York
2	Smoking and Pregnancy Conference	*
10-12	**ACS/Centers for Disease Control and Prevention: National Conference on Cancer and the Older Person**	**Atlanta, USA**
12-27	**1994 Winter Olympic Games**	**Lillehammer**
14-20	1st Regional African Conference on Women and Smoking	Harare
16-19	**1994 Global Summit of Women**	**Taipei**
17 Feb. - 3 March	International Labor Organization Governing Body and Committee Meeting	Geneva
23	**Release of US Surgeon General's report: *Preventing Tobacco Use Among Young People***	**USA**
26 Feb - 4 March	**35th Navy Occupational Health and Preventive Medicine Workshop: *Environment, Health and Safety: Achieving the Balance***	**Virginia Beach, USA**

March

2-5	**European Conference on Addiction Research - EuroCAD**	**London**
3-4	**Changing Forums in a Changing World: NGO Consultation for the UN 4th World Conference on Women**	**New York**
4	Psychological and Behavioural Approaches to Modifying Tobacco Consumption	London
5-8	International Congress on Smoking Cessation	Glasgow
7-11	German Cancer Congress	Hamburg
7-12	Risk Assessment in Environmental Carcinogenesis	Banff, Canada
9	National No Smoking Day	UK
13-17	43rd Annual Scentific Session of the American College of Cardiology - ACC '94	Atlanta, USA
15-18	**Towards a strong and effective Consumer Movement in Africa**	**Harare**
16-19	34th Annual Conference on Cardiovascular Disease Epidemiology	Florida
21 - 31	4th Session of the Intergovernmental Negotiating Committee for the 1977 United Nations Conference on Desertification	Geneva
28-31	11th ORNL Life Sciences Symposium: Indoor Air and Human Health Revisited	Knoxville, USA

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*** Date/location to be announced**
New entries indicated in bold type

Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000

April

*	**49th Session of the UN Economic Commision for Europe**	**Geneva**
*	GATT Uruguay Round Ministerial Conference	*
6-9	**World Conference on People's Rights and Sustainable Development**	**Mexico City**
7-8	**General Assembly of the NGO-EP Liaison Committee**	**Strasbourg**
6-15	20th Session of the UN Commission on Transnational Corporations	Geneva
10-13	85th Annual Meeting of the American Association for Cancer Research	San Francisco
13-15	**IARC Conference on Retrospective Assessment of Occupational Exposures in Epidemiology**	**Lyon**
16-22	**79th Annual American Occupational Health Conference**	**Chicago**
25-29	**Swedish Government: Risk Management of Chemicals**	**Stockholm**
27-30	7th Annual Scientific Meeting of the European Association of Cancer Education	Oporto

May

2-12	**47th Session of the World Health Assembly and 94th Session of the Executive Board**	**Geneva**
5-7	2nd Annual IAQ Conference and Exposition	Tampa, USA
11-14	American Association for Cancer Research (AACR) Annual Meeting	Dallas
12-13	ECOSOC Resumed Organizational Session	New York
25 May - 4 June	260th Session of the ILO Governing Body and Committees	Geneva
31	**7th WHO World No Tobacco Day: *Health Services, including Health Personnel, Against Tobacco***	**Global**

June

1-2	**3rd Annual Meeting of the International Genetic Epidemiology Society and the 26th Annual Meeting of the European Society for Human Genetics**	**Paris**
5-11	**International Institute on Prevention and Treatment of Alcoholism (38th) and Drug Dependence (21st)**	**Prague**
10-13	**Qualitative Health Research Conference**	**Hershey, USA**
14-17	**28th IUATLD World Conference on Lung Health: Global Congress of the International Union against Tuberculosis and Lung Disease**	**Mainz, Germany**
15-19	**27th Annual Meeting of the Society of Epidemiologic Research**	**Miami**
22-26	**Hellenic Society Against Lung Cancer International Congress for Lung Cancer**	**Athens**
26-29	**2nd International Conference on Occupational Health for Health Care Workers - *Pro Health Care '94***	**Stockholm**
27 June - 29 July	**UN ECOSOC Substantive Session**	**New York**

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Source: https://www.industrydocuments.ucsf.edu/docs/zhhl0000